Wilson-Meyer Homes

1928

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Jim Draeger

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#24

Do Not Roam — Build or Buy a Wilson-Meyer Home

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Realtors

Time Has Told and Sold

ANOTHER year has passed, another busy, prosperous year for the WILSON-MEYER INVESTMENT COMPANY, with new honors and noteworthy accomplishments to add to its remarkable record.

JACOB MEYER, now 65 years old, has been active in the building industry as a contractor since 1885, and has built for himself, in these 43 years, an enviable reputation. He has confined his building activities mostly to the erection of fine residences, and one can go to the four corners of this city today, and find specimens of his master workmanship and reliable construction through which he has earned the name. "The Old Reliable".

He has kept abreast of the times, with the new developments in the building industry from year to year, and consequently is qualified to give the benefit of his years of practical experience coupled with his knowledge of fine workmanship, stable construction and sturdy carpentering attained in the "old school."

This little building is the early home of JACOB MEYER & SON, the place where Jacob Meyer began his contracting business in 1882. Today, he is still actively engaged in the building industry.

Here also, Joseph J. Meyer, son of Jacob Meyer, received his fundamental instruction and experience in home-building. He has worked in close contact with his father for the past nine years, adding much to his own knowledge of the business by the older man's experience, and even now getting the same sort of results that have made "The Old Reliable" so thoroughly reliable.

MASTER CARPENTERS' ASS'N
Better Builders
OF MILWAUKEE

In supervising with his father the building of all Wilson-Meyer homes, he is maintaining and extending the Wilson-Meyer standard—*the successful home.*

The Old Shop

Facts for Builders

THE dream of owning a home is not beyond the realization of the average man and woman. In fact, it is a comparatively simple matter for the person with even a very small amount of money.

For home builders and prospective home-builders, this is the time to begin planning a home.

As you all know, it is necessary to have plans, and to know just how you want your home built. By the time those plans have been drawn, adjusted and completed, spring construction time will be here and you will be ready to proceed in advance of the usual spring building rush.

Following are three suggestions which may prove valuable to the prospective home builder:

The designing and planning is the first important step. To follow some style of architecture throughout your home and to make your home distinctive you must not deviate from the design and architecture, but you should follow this style of architecture not only on the exterior, but throughout the interior. You may desire to have many special features in your home, if so, you should be careful in selecting them so that they will harmonize with the design you have adopted. Remember, that every item costs money and it is very easy to swell the cost of a home by adding this new feature and that new feature; but if you plan your home in advance and once the work is started, stick to your plans and make no changes, the cost will remain exactly as planned. When your plans are completed the next step is drawing up specifications.

Your specifications describe in detail the materials that are to be used in the construction of your home from the basement to the roof. You can readily understand the care that must be exercised in having these prepared. The advice that you need here pertains to the kinds of materials that should be used and how they should be used so that when your home is completed it will give you the comfort and happiness that you desire; and also because the materials specified determine the greater portion of the cost. Your specifications further provide how the work is to be done, which constitutes the remaining cost of the home. Each word in the specifications represents dollars in labor and materials in the construction of your home; and the lack of proper specifications may not be noticed when the home is completed, but a few years' wear will bring it vividly to your attention as the rapid deterioration of cheap materials is inevitable. When your plans and specifications are completed and everything detailed from the designing to materials and labor, the next step necessary to complete your home is the construction.

The construction is the third and most important step to be considered. When a general contractor is employed for the construction of a home he assumes the responsibility in carrying out the instructions contained in the specifications as to the kind of materials and workmanship to be employed, also to see that the best construction possible is used in carrying out the design that you have planned so that it will serve you best over a period of years.

Remember that every nail plays an important part in the construction and the best of materials will not give you the service you have a right to expect if the home is not constructed in the proper manner. The General Contractor should have years of experience as he must be thoroughly acquainted with all of the materials that go into your home, as well as have a sound knowledge of carpenter work, also plumbing, heating, lighting, decorating, etc. It takes as many years of practical experience for a man to become a good reliable contractor as it does for any other profession. You should be able to rely on your contractor and he should be in a position to guarantee the materials and workmanship, and be willing and ready to adjust to your satisfaction any defect that may be discovered.

Remember, that the General Contractor should have a reasonable profit for his services rendered; and as you get what you pay for, it is not always profitable to try and save every dollar you can by employing the cheapest builder. Mistakes can happen and do happen, therefore, you should have a General Contractor who is able to adjust them for you, as this may count for more than the savings you would have made by selecting the cheapest builder.

(Continued on page 9)

The Wilson-Meyer Building Plan

TO those of you who have been thinking of building a home, and hesitating on the brink of this adventure with minds clouded with doubt and worry, let us explain to you about our building plan.

The hesitation to take the "plunge", as you perhaps have thought of it, is but natural, as it entails the expenditure of thousands of dollars, and may be the largest investment made during a lifetime.

The Wilson-Meyer Building Plan has been revised and improved year after year, and to build your home according to our plan today, means to eliminate all worries, misunderstandings and disputes, and makes the contemplation of owning your own home an unalloyed pleasure.

The first question in the minds of most people who contemplate building is, "What will the home cost?" This question can be answered after we have drawn for you a complete set of plans and specifications. Our Designing Department furnishes this service, and when these are completed, estimates of costs are furnished.

The Wilson-Meyer plan supplies you with an itemized cost of all materials and labor for the construction. The various prices of the materials and labor in the construction of a home are more or less established. The excavating costs so much per yard; the cement blocks cost so much each; the cost of labor for laying the blocks cost so much per 100; the various grades of lumber necessary cost so much per foot; the laths and plastering cost so much per yard; the decorating cost so much per room. The total of these amounts, plus our service charge, constitutes the cost of your home when completed.

The great number of homes constructed by us has given us the advantage of purchasing materials in volumes which creates a saving to the prospective builder. We feel, and have found through our past experience, that we can give the prospective home builder a lower construction cost under our plan of service charge.

This cost is furnished you in advance of any construction, in other words you know exactly what your home is going to cost before a spade is put into the ground.

You are interested in receiving full value for your money. The Wilson-Meyer plan, in giving you an established cost on materials and labor, plus a reasonable profit, gives you dollar for dollar value in every Wilson-Meyer Home.

Experience has taught us that we can best serve our clients by selling them our services. By services we mean, the planning, designing and actual construction of your home; also the selection of all materials and the careful daily supervision of the construction of your home from basement to attic. By this arrangement, in which we advise you in the planning, designing and selection of materials that make your home, we are able, when the home is completed, to give the Wilson-Meyer Guarantee. This guarantee is your protection against any defective material or workmanship, and is just another source of satisfaction in owning a Wilson-Meyer Home.

After the construction of your home is commenced, you need feel no uneasiness that there may be variations in the cost of materials as furnished in your specification. There will be no change, unless you yourself desire some alteration in the construction of your home. In that event, we submit the changes in cost to you for your O. K., prior to carrying out the new plans.

It is impossible for us to anticipate and answer all questions in this article. Therefore, we ask you to call at our office so that we may become acquainted, and we will personally answer your questions and explain to you at greater length about the Wilson-Meyer Building Plan.

Our office is located at 290 3rd Street, Room No. 409, and is open daily from 8:30 to 5:30, and from 7 to 9:00 P. M. on Monday and Friday nights of each week.

"Don't Be a Roamer"

HOME ownership is a stabilizing anchor in citizenship, and the basis of a systematic savings plan. There is no better way to insure your hard earned savings against loss, than to invest them in a Wilson-Meyer Home.

Through the Wilson-Meyer Building Plan you occupy and enjoy your home while paying off the installment mortgage, and when finally a clear title is delivered, you have something to show for the hard years of saving. A home to call your own, something substantial to satisfy the universal pride of ownership.

Home ownership insures recognition and permanency in the social and business life of any community no matter how large or small, is a source of profound influence and inspiration among your fellow citizens and above all plays a leading role in the development of your children for stability and uprightness.

In promoting home ownership The Wilson-Meyer Investment Company has aided many families to attain "A Home". May we serve you?

(Continued from page 7)

If you had several thousand dollars to invest in stocks or bonds you would secure the best advice possible in making these investments. Therefore, in the building of your home, where you will invest thousands of dollars, you want to be equally careful whom you select to be your home designer and builder. A successful past experience is an asset you want your builder to have. The Wilson-Meyer Investment Company, affiliated with Jacob Meyer & Son, Incorporated, builders of Wilson-Meyer Homes, has this asset, and feel they are deserving of your confidence in all matters pertaining to building.

We will be delighted to draw plans for you of your ideal home which you have been creating in your mind. Arrangements can then be made for the construction and your Dream will become a reality.

To build soundly, well, and economically it is not necessary to use the most expensive materials as our present day offers excellent materials for modern home building that are extensively advertised and trade marked, and still very moderately priced. Such materials as these we are trying to bring to your attention in this, our yearly booklet: If a manufacturer thinks enough of his product to stamp his name upon it you may use his material with the utmost confidence, thus the advertised trade-mark is your safeguard, and eliminates all doubt as to quality.

You will be interested in learning of the U. S. G. system of fireproof, and insulated buildings.

The structural units of this system are Gyplap and Rocklath. Gyplap is one-half inch gypsum rock pressed in large boards and covered with a tough, fibrous, waterproof paper. It replaces combustible wood sheathing and building paper, and gives greater strength and rigidity to the frame work. Its interlocking edges and water-proof covering make a strong, wind-proof sheathing, ideal for practically any exterior decoration.

The North Shore Engineering Company

Lots, Subdivisions and Farms Surveyed
Anywhere. Grading Estimates Furnished

1535 Oakland Avenue — Phone Edgewood 6440
Shorewood Theatre Building

The Wilson-Meyer Investment Company which has adopted fundamental rules and regulations to eliminate the many worries that have been heretofore connected with the construction of a new home, invites your thorough investigation through any sources you may desire, and upon application to us we will submit a list of the various people for whom we have built homes.

While the procedure of surveying your lot seems to be unnecessary in your opinion it is, nevertheless, very important. The cost of this operation is so trivial that it would be criminal for the man who has charge of your building contract to disregard this important step. An error in respect to your lot line is liable to cause considerable trouble and expense, and therefore we have employed the services of The North Shore Engineering Company of Shorewood, to perform this important phase in our building operations.

Rocklath, another gypsum rock board, covered with a fibrous paper, which is especially made to form a very tight bond with plaster. This bond is three times as strong as that of plaster and wood lath. The sturdy gypsum boards add strength and rigidity to the frame work and eliminates the warping, buckling, and twisting that means unsightly plaster jobs.

Thermofill, the third material in this construction is a fluffy gypsum product which is simply poured into the spaces between the studs and attic joists. It forms a light weight blanket in the attic, and a very effective fill in the walls. Thermofill's insulation value is due to its being made of gypsum and is composed of a multitude

Babcock Concrete Block Company

Manufacturers of

Concrete Blocks
Accessories, White Sills
and Coping

"Babcock for Better Blocks"

84 Nash Street Phone Edgewood 600

of dead air cells. Heating engineers are often able to reduce the radiation as much as 20% in buildings insulated with Thermofill.

In addition to the materials described heretofore the U. S. Gypsum Company offers to the building trade and prospective home owner a vast variety, such as oriental stucco, textone, plastint and many other products to enhance the beauty of your home and add to the stability and weather resisting qualities.

To build well is vital. The strength and stability of the building depend upon the firmness and sturdiness of the footing and foundation walls. We have taken every precaution and studied the different types of material in use today in order to maintain fundamental principals of sturdy construction.

The construction which is most commonly used and has proven satisfactory during the past year is concrete block. This material has been recognized by the different research laboratories as a very desirable product for the erection of the modern home. Although there are quite a number of concrete block manufacturers, we have selected after a careful survey the BABCOCK CONCRETE BLOCK COMPANY and the BEST BLOCK COMPANY.

HAYDITE

A Superior Lightweight Building Unit

HAYDITE BLOCKS—
Solve the Building Problem

A Permanent Fire-Safe Building
Less Initial Cost
Less Fuel Consumed
Less Insurance
Less Upkeep
Greater Re-Sale Value

INSULATION AGAINST HEAT AND COLD: Tests by Armour Institute show that HAYDITE Concrete of equal thickness has a lower rate of heat flow than ordinary concrete, cinder concrete, clay tile and brick.

SOUND INSULATION: Tests by Dr. Sabine of Riverbank Laboratories, Geneva, Illinois, show that HAYDITE Blocks are highly efficient in the reduction of sound.

NAILING: Nails are readily driven through wood trim into HAYDITE Blocks. No Nailing headers or strips are required. Nails will not rust or come loose.

BEST BLOCK COMPANY

1546 FRATNEY STREET **EDGEWOOD 1149**

Through the efforts of the BEST BLOCK COMPANY a new product has been introduced in this city which is ideally suited for use in many types of home and apartment buildings, viz.: the HAYDITE BLOCK. Extensive laboratory tests throughout the country have proven this product to be of an exceptional stability and carrying strength, thus being applicable to most any types of construction. In addition to the foregoing features there are many other outstanding benefits, such as insulation against heat, cold and sound, an ideal plaster base, etc. You can see this new material in the course of construction of the WISCONSIN NEWS MODEL HOME, which is under the supervision of the WILSON-MEYER organization. Through the courtesy of the M. HILTY LUMBER CO. we are offering for your benefit the table on the following page.

For the important features of ELECTRIC wiring in the WILSON-MEYER HOMES, we have selected the Home Electric Company, because their many years of experience and careful attention to construction work gives our clients assurance that this work, though hidden in the walls, will be properly executed, and their large and attractive display studios gives the opportunity for the selection of distinctive fixtures,

(Continued on page 14)

Issued by the M. Hilty Lumber Co., 38th & Wisconsin Ave., Milwaukee, Wis.

IN formulating the figures presented below the writer was prompted to show to the prospective home buyer all facts and advantages that the monthly payment plan of purchase offers, as against the renting of a home.

Assuming that a person, who is paying a monthly rental of $65.00, sets out to purchase a home at a cost of $8,000.00. This amount will purchase a completely modern and well located home.

Assuming that the down payment required is $1,000.00.

What are the facts?

Does it pay to buy rather than rent?

If you will study the figures below you will find the question fully and truthfully answered.

PURCHASE PRICE, $8,000.00 DOWN PAYMENT, $1,000.00 FORMER RENTAL, $65.00

Interest computed semi-annually at 6% per annum.

Balances		Interest Charge	Total	Payments	Balance
Jan. 1st, 1927	$7,000.00	$210.00	$7,210.00	$390.00	$6,820.00
July 1st, 1927	6,820.00	204.60	7,024.60	390.00	6,634.60
Jan. 1st, 1928	6,634.60	199.02	6,833.62	390.00	6,443.62
July 1st, 1928	6,443.62	193.29	6,636.91	390.00	6,246.91
Jan. 1st, 1929	6,246.91	187.39	6,434.30	390.00	6,044.30
July 1st, 1929	6,044.30	181.31	6,225.61	390.00	5,835.61
Jan. 1st, 1930	5,835.61	175.05	6,010.66	390.00	5,620.66
July 1st, 1930	5,620.66	168.60	5,789.26	390.00	5,399.26
Jan. 1st, 1931	5,399.26	161.96	5,561.22	390.00	5,171.22
July 1st, 1931	5,171.22	155.11	5,326.33	390.00	4,936.33
Jan. 1st, 1932	4,936.33	148.07	5,084.40	390.00	4,694.40
July 1st, 1932	4,694.40	140.80	4,835.20	390.00	4,445.20
Jan. 1st, 1933	4,445.20	133.33	4,578.53	390.00	4,188.53
July 1st, 1933	4,188.53	125.64	4,314.17	390.00	3,924.17

Jan. 1st, 1934. Balance—$3,924.17.
Seven years have past.
Average yearly rental—$780.00.

Average yearly interest—$340.60 if you own home.
Total rent paid—$5,460.00.
Total interest paid—$2,384.17 if you own home.

At this period you get your deed and you can choose to assume mortgage or continue monthly payments with building and loan association. The latter method has a decided advantage as the following figures will show:

Balance		Interest Charge	Total	Payments	Balance
Jan. 1st, 1934	$3,924.17	$117.71	$4,041.88	$390.00	$3,651.88
July 1st, 1934	3,651.88	109.54	3,761.42	390.00	3,371.42
Jan. 1st, 1935	3,371.42	101.12	3,472.54	390.00	3,082.54
July 1st, 1935	3,082.54	92.46	3,175.00	390.00	2,785.00
Jan. 1st, 1936	2,785.00	83.53	2,868.53	390.00	2,478.53
July 1st, 1936	2,478.53	74.34	2,552.87	390.00	2,162.87
Jan. 1st, 1937	2,162.87	64.86	2,227.73	390.00	1,837.73
July 1st, 1937	1,837.73	55.11	1,892.84	390.00	1,502.84
Jan. 1st, 1938	1,502.84	45.06	1,547.90	390.00	1,157.90
July 1st, 1938	1,157.90	34.72	1,192.62	390.00	802.62
Jan. 1st, 1939	802.62	24.06	826.68	390.00	436.68
July 1st, 1939	436.68	13.08	449.76	390.00	59.76
Jan. 1st, 1940	59.76	.....	.....	.....	.....

What story do these figures tell?

Your average yearly Interest payments are	$ 246.13
Compared with yearly rental payments	780.00
Annual saving	533.87

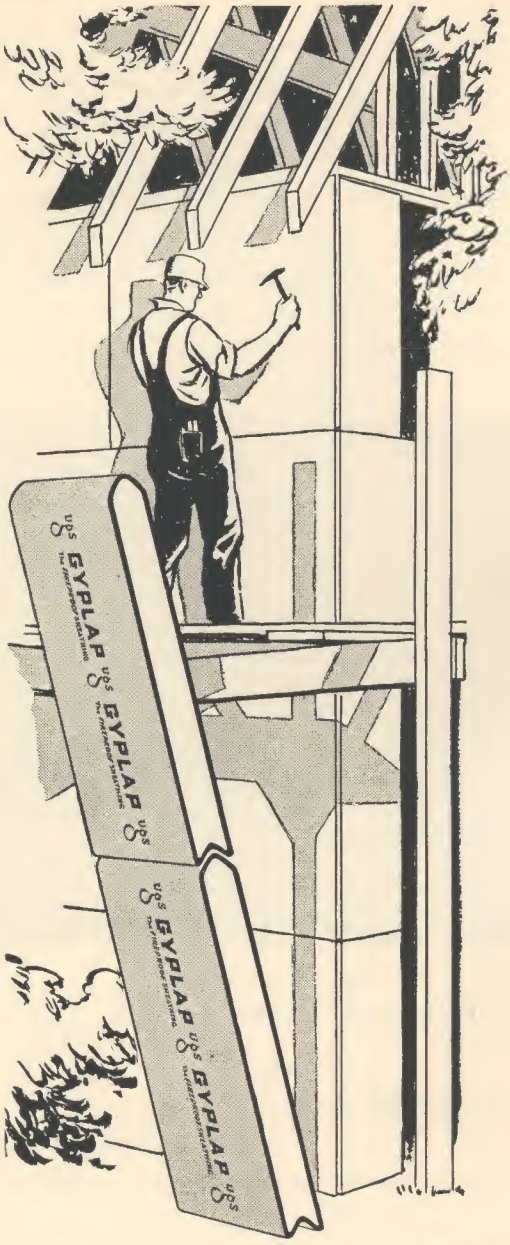
SUMMARY OF TOTALS

Total amount paid for interest	$3,199.76
Total amount you have paid for rent	10,199.76
Saving	7,000.00
Less Taxes for 14 years at $135.00	1,755.00
Balance	$5,245.00
Less 6% on original $1,000.00 invested as down payment for the full time	780.00
Net saving after considering all factors	$4,465.00

This saving represents approximately 55% of the original purchase price of the home.
You have all the comforts which a home of your own can offer.
We believe we have settled the question. THINK IT OVER!

Courtesy of M. HILTY LUMBER COMPANY,
38th St. and Wisconsin Ave., Milwaukee, Wisconsin.

Nail on *Permanent* Comfort!



GYPLAP, the fireproof sheathing, means comfort for the life of the house. Its thick core of fireproof gypsum prevents air infiltration. Its tongue-and-groove edges seal out wind and weather. It never deteriorates.

Nail it on. It goes on quickly and easily. Houses you sheathe with Gyplap are sturdy and enduring. They are easy to heat. They are real advertisements of your work.

Look for the name, branded on the back of every sheet. Sold by lumber yards everywhere. Made only by—

UNITED STATES GYPSUM COMPANY
General Offices:
Dept. 404, 300 West Adams Street, Chicago, Illinois

GYPLAP

Reg. U. S. Pat. Off.

The *FIREPROOF* Sheathing

Made by the United States Gypsum Company

Mail this today!

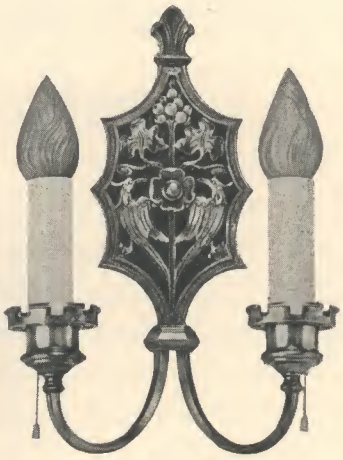
UNITED STATES GYPSUM COMPANY, Dept. 404, 300 West Adams Street, Chicago, Illinois
Please send me a sample and folder telling about Gyplap.

Name..... *Address*.....

Lighting Fixtures

Properly chosen will add distinction and charm to your home which no other feature can supply.

The latest creations of fixture artists from all countries are always on display in our studios—colonial designs—crystal creations imported specialties—anything for your type of home.



OUR nine beautiful display rooms are always at your service in planning lighting effects. Not a store, but a studio.

Fixture your Home with HOME Fixtures

Home Electric Company

North Avenue at 35th Street, Milwaukee, Wisconsin
KILBOURN 2718
Studio on Second Floor

(Continued from page 11)

which will give the home personality and charm that cannot be secured otherwise.

Every year has developed new uses for electric service, until in the modern home of today, the wiring reaches every nook and corner of the structure; and not only provides for light but furnishes connections for electrical appliances of all kinds,—heaters, cookers, toilet articles, fans, cleaners, radios, cigar-lighters, irons, and so on. This wiring, though concealed in the walls, must be carefully and correctly installed.

THE HOME ELECTRIC COMPANY has studied these requirements and is ready to anticipate your needs in both these lines, the wiring installation and the lighting fixtures.

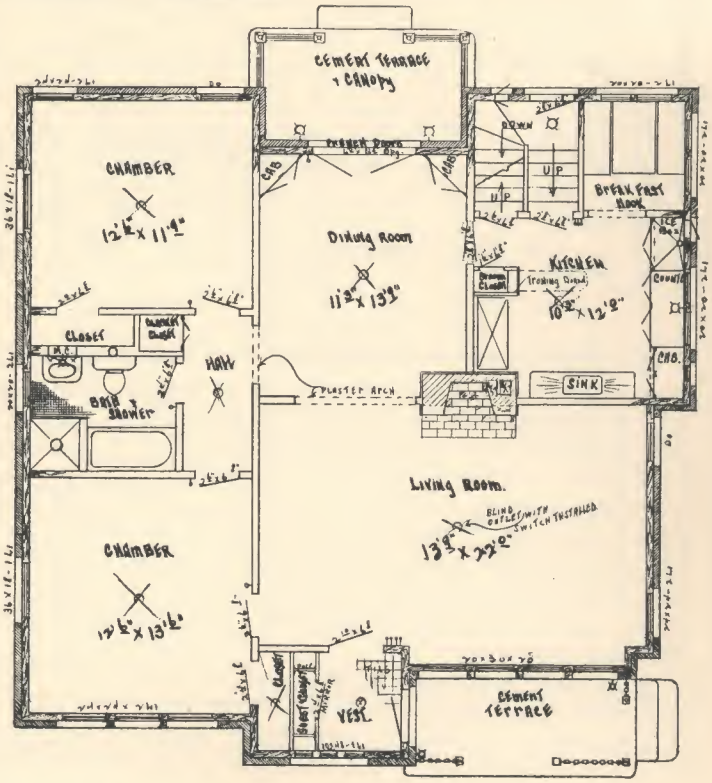
The PLASTERING receives special attention through Mr. E. Scherf of North Milwaukee to the end that cracking may be reduced to a minimum. Up to the present time, the Old Style, the accepted standard of small homes, has been the old-fashioned wood-lath with its fire hazard and with plaster bonded only between the lath. Since a new creation ROCKLATH has been placed on the market by the U. S. GYPSUM COMPANY, which provides a marvelous bond for plaster over the entire wall surface and gives additional insulation, the finish

BUNGALOW DELUXE

A HOME of distinction can be applied to this elaborate residence with its sloping roofs and cozy dining terrace. The dimensions of this home are 36 x 37, which embodies a spacious living room with a natural fireplace, dining room, kitchen, two large bedrooms, and bath including a shower.

The outstanding feature is a dining terrace which offers a beautiful view of the garden, and lounging porch for late afternoon. The basement plan offers a billiard and recreation room of considerable size. This building is equipped with a hot water heating plant and oil burner. A spacious living room with a natural fireplace adds to the inviting atmosphere of this ideal home. The kitchen has all the built-in features including a Kernerator and electric refrigeration. Two large bedrooms with ample closet space comprise the balance of the house.

The exterior appearance is enhanced by an elaborate Hawthorne Tile Roof. Furnished by Ricketson and Schwarz. This home can be seen through appointment by calling Grand 7691.



General Plastering Contractor

PLASTERING *is one of the main essentials in a building — but it is the proper application of same which adds long life — thereby assuring a more permanent structure.*

Emanuel Scherf

Phone: No. Mil. 414

501 Western Ave. No. Milwaukee, Wis.

job of plastering is simply a solid wall of gypsum, reinforced with and bonded through the fiber which separates the ROCKLATH from the plaster.

GOOD PLUMBING is so closely related to good health, happiness and comfort that it is impossible to think of planning a home without considering the installation of a modern plumbing system by a reputable and reliable, licensed plumbing contractor.

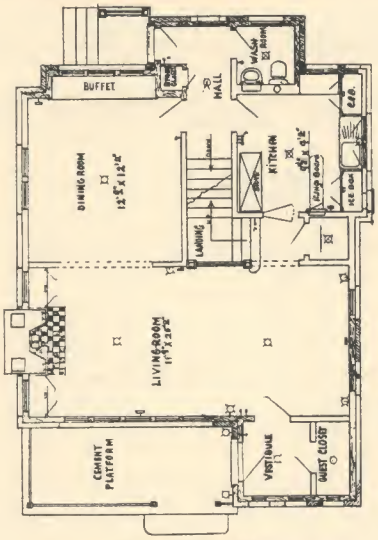
While it is true that the most modern plumbing system may increase the economic burden to some extent, the alacrity with which plumbing improvements have been accepted proves conclusively that in the bathroom, as elsewhere in the modern home, comfort and convenience, no matter how plain or how elaborate the home may be, is an important consideration. With the new line of colored enamel plumbing fixtures at our disposal and the ELECTRIC SINK, which makes dish-washing a pleasure, there is no end to the possibilities that can be obtained in the home of today as regards plumbing.

For the installation of good plumbing we recommend R. H. Meyer of 1042 - 38th Street.

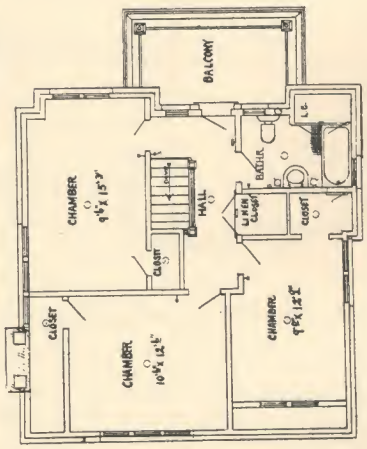
Without a reliable heating plant and a free-supply of hot running water much of the joy of the modern bathroom would vanish. While

(Continued on page 18)

FRENCH RESIDENCE



First Floor Plan



Second Floor Plan

THIS residence embodying a French design, makes an exclusive home for the man of moderate means. You will note from the floor plans the spacious sunning platform, vestibule, guest closet, living, dining room and kitchen on the first floor with a special feature of a wash-room at the rear entry, and furthermore a natural fire-place and open stairway. The kitchen has a built-in kitchen cabinet which includes an outside icer. The second floor contains three large chambers and a bathroom, all entering from the hall-way, plenty of closet space and a spacious airing balcony. This home is equipped with a hot water heating plant, and all other modern equipment that adds to your comfort.

The size of this building is 26 x 28, of brick veneer construction, and embodies all the advantages contained in the Wilson-Meyer standard.

We extend an invitation to you to make a personal inspection of this model home. This can easily be arranged by calling Grand 7691. We can furnish plans and specifications if you intend to duplicate this home on your lot.

As a home owner you get more respect from everyone than does a renter.

Builders of Wilson-Meyer Homes Recognize

Rud. H. Meyer

Quality Plumbing Goods and Dependable Service

Consult Him on Your Next Plumbing Job

Kohler Fixtures

Repairing and Remodeling Promptly Attended To

Kilbourn 31 1042 Thirty-Eighth Street

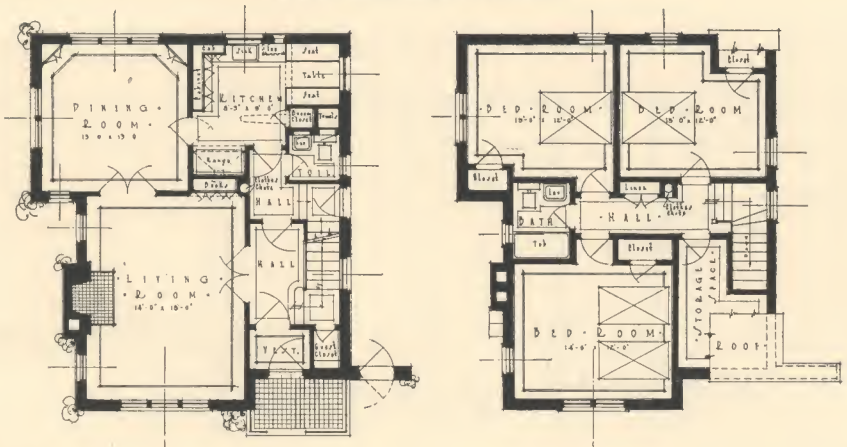
the hot water plant is not considered part of the heating equipment the two are so closely related that they form a vital part of the house. Although there are many brands of furnaces and boilers great care must be exercised in selecting your heating plant.

To secure the best heating plant at the lowest price is the wish of every house owner. To offer a heating installation that most completely fulfills that wish is the ideal of FRANK RESCHENBERG. It is a well-established fact that a good radiator heating system is desirable in many respects. It is the only system that may be absolutely relied upon to heat every room in the house regardless of weather conditions. Is most economical and durable, and will pay high and lasting dividends in the form of health, comfort and lower fuel bill.

It is true that the initial price is higher—necessarily so because of the nature of the equipment and work of installation, but universal experience of owners shows conclusively that a good steam, vapor or hot water heating system is cheapest in the end.

If your home is located where rapid changes of temperature are apt to occur in a few hours, you should have a heating system that will respond quickly to your demands. If the type of

OLD ENGLISH HOME



FIRST FLOOR PLAN · SECOND FLOOR PLAN

THE inspiration for the design of this comfortable dwelling may well have come from Old England, where brick, timbers and stucco often are the means of effecting a pleasing exterior for homes. The open arch at the side of the main entry adds to the grace of the sloping roof. The features embodied in this ideal home are well worth the home owners consideration, as the designer wished to devise some arrangement whereby the housewife's steps and energy would be reduced to a minimum in the performance of her daily duties. The spacious living room with its natural fireplace and the dining room with the Colonial corner cabinets, a modern kitchen with all conveniences including a breakfast nook and outside icer, a wash room and elaborate reception hall off the vestibule and a guest closet are offered on the first floor of this home. The second floor offers three spacious bedrooms, all leading to a hallway which gives access to the bathroom, linen closet and clothes chute.

If you are interested in this home and desire more information as to becoming its owner, the organization at Grand 7691 will be only too glad to help you.

Home owning is by far the best form of thrift.

DROEGKAMP FURNACES

THE Droegkamp system of home heating is more than just the installation of a good furnace. It is a scientific heating and ventilating system. It takes all the cold air out of the rooms, out of the corners, off of the floors and replaces it with fresh, warm air.

It gives an even, healthful distribution of heat—makes every room comfortable no matter how remote from the center of the house. You can maintain by this method a uniform temperature throughout the house. It means warm floors and cool cellars. It saves fuel. And it gives real, genuine home comfort.

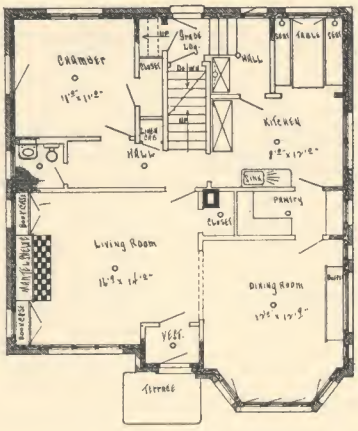
Be Sure That Your New Home Is Equipped With A Droegkamp Installation

DROEGKAMP FURNACE CO.

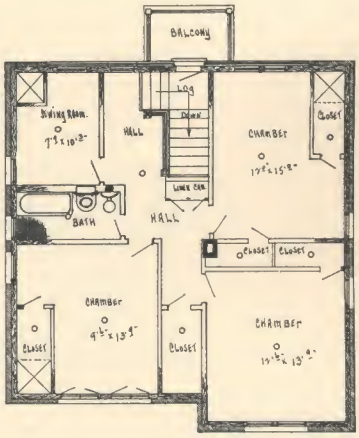
50 Years of Service

1515 Fond du Lac Ave. Kilbourn 8950

BADGER TYPE HOME



First Floor Plan



Second Floor Plan

THIS residence of the semi-Colonial type is approximately 32 x 34. You will note from the first floor plan the spacious living and dining room contained therein, with built-in bookcases, fireplace and buffet. The butler pantry is a special feature, and there is a cozy breakfast nook off the kitchen. A passage hallway serves as an entrance to the staircase, wash room and chamber. The second floor boasts three spacious chambers, sewing room and bathroom, with plenty of closet space. This home is equipped with a gas furnace and carries the distinction of the Wilson-Meyer standard.

We will be glad to duplicate this home for you on your lot, and if you so wish, we will try to make arrangements so that you can inspect this residence which is now occupied by its satisfied owner.

It costs less to own a home than it costs to pay rent.

Frank Reschenberg
Heating Contractor

Steam, Hot Water and Vapor Systems Installed

For Estimates Call Hopkins 3510

1200 - 41st Street Milwaukee

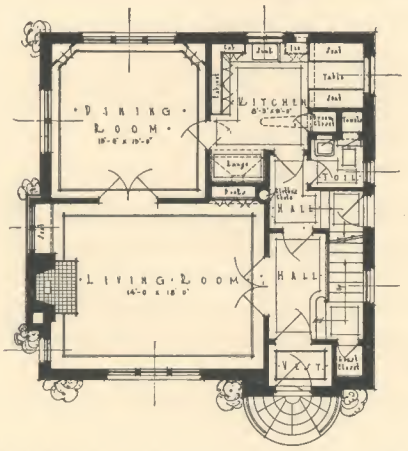
heating system best suited to your particular house is chosen wisely in the beginning, there will be no necessity for an expensive replacement a few years hence. The MUELLER FURNACE COMPANY has perfected special types of heating plants, which makes it possible, for the home owner to get a scientifically perfected heating apparatus regardless of how large or small a home he desires to build.

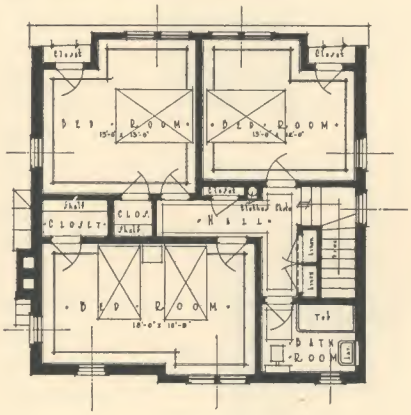
Warm air has come into its own and is being recognized by research laboratories as very desirable. There is, of course, many things to take into consideration in the installation of a modern warm-air heating system, and it is very important that the firm installing your heating plant is well-versed in this particular field. The WILSON-MEYER organization are greatly pleased to have business connections with the JOHN DROEGKAMP CO. and the MUELLER FURNACE COMPANY, which makes it possible for the home owner to derive the best in the line of heating.

A new innovation in the heating field is the GAS-ERA heating unit manufactured by the MUELLER FURNACE COMPANY, which has been recognized and sanctioned by the

(Continued on page 34)

OLD ENGLISH RESIDENCE





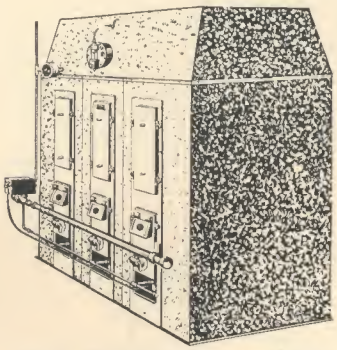
FIRST FLOOR PLAN SECOND FLOOR PLAN

WHAT could be more appropriate as a wedding or anniversary gift to the prospective bride or worthy housewife than this beautiful home which carries an air of distinction, due to its design embodying features and ideas of the Old English type of archtecture. Although this is not a large home, nevertheless, the features contained therein are worthy of your consideration. There is a spacious living room (with natural fireplace), its beauty being enhanced by French doors leading from the reception hall and the dining room. The dining room, with its large windows gives an abundant supply of light which adds to the cheer of this home. The kitchen or workshop of the housewife with its breakfast nook adjoining, embodies all the modern features including a built-in, outside icer. Besides an elaborate entry hall with an open stairway, there is a washroom directly off the hall, easily accessible from most any corner of the house. The upper floor has three spacious bedrooms and plenty of closet space.

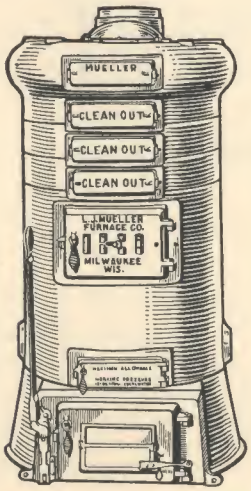
We will be glad to tell you further about the merits of this cozy home if you are interested enough to call Grand 7691.

It is much easier to get along in old age when you own your own home.

Mueller Full Front Furnace. A sturdily-built, moderately-priced furnace, embodying all latest improvements in furnace construction.



Gas-Era Warm Air Furnace. All-cast construction. Effortless, quiet, clean, dependable. Approved by American Gas Association Laboratories.



Mueller Round Boiler. For coal, coke or oil.

There's a Mueller Heater for Every Type of Heating, for Any Kind of Fuel!

Whether you prefer warm air, hot water, steam or vapor heating;

—whether you intend to burn coal, coke, wood, oil or gas;

—whether you intend to build a modest little bungalow or a large, expensive dwelling;

—there's a Mueller Heater that will meet every requirement for dependable, economical and healthful heating.

Since 1857, the L. J. Mueller Furnace Company has been engaged in the exclusive manufacture of quality heating equipment. Today the plant occupies floor space of 15 acres, and Mueller Heating Systems are bringing economical winter comfort to over 300,000 owners, from coast to coast.

Warm Air Heating

Mueller Warm Air Furnaces are made in 3 styles.

1. The Double Radiator, self-cleaning furnace. The most powerful and economical furnace on the market. Contains more than twice the direct heating surface found on any other furnace of equal grate area.

2. Full Front Return Flue Furnace. Embodies every essential feature for modern home heating. Made in two styles of grates: Flat duplex, with dump center; also, duplex triangular style.

3. Gas-Era gas-fired Furnace. The most modern type of warm air heating. Completely automatic, tamper-proof operation—no fuel to store—no ashes—no firing. Quiet—uniform—dependable.

Hot Water, Steam and Vapor Heating

Mueller Boilers are made in the following styles:

1. Double Dome Round Boiler for hot water, steam or vapor heating for coal, coke or use with oil burner.

2. Gas-Era gas-fired Boiler for Hot water, steam or vapor heating.

Mueller Boilers are constructed with thin water passages and exceptionally large heating surfaces, for rapid heating of the water and speedy circulation through the system. Phone Broadway 8500 or write for complete literature on whatever type of Mueller Heating System you may be interested in. No obligation whatever.

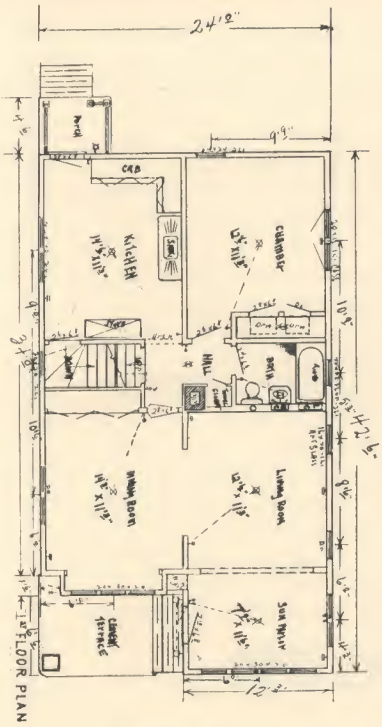
29.87% of Greater Milwaukee Homes are Mueller Heated

L. J. MUELLER FURNACE CO.

Established 1857

199 REED ST. MILWAUKEE, WIS.

AN IDEAL HOME

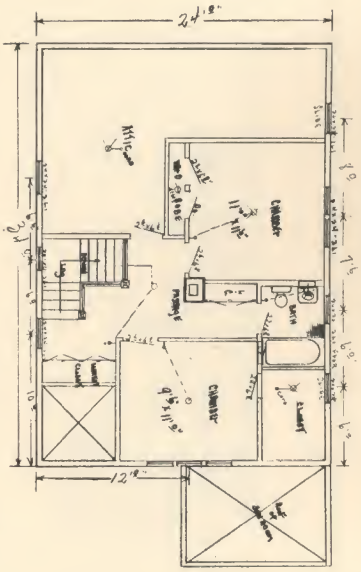


First Floor Plan

THIS home is ideally arranged for the average family of today, has all the modern conveniences, including a built-in refrigerator. A Ty-Lacker Tee-Lock color-mix roof enhances the appearance and adds to the weather resisting qualities.

The first floor is comprised of a combination sun-parlor, living room, dining room, bedroom, bath and kitchen. On the second floor there is a spacious stair-hall with ample closet space, a bathroom and two good size bedrooms.

We invite you to inspect this home, and we will be at your service through calling Grand 7691.



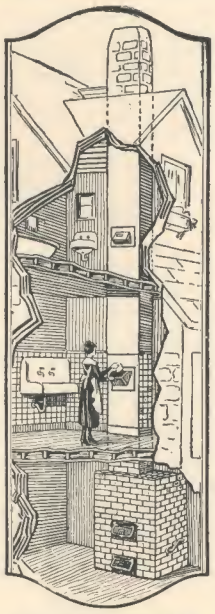
Second Floor Plan

Home owning is the only direct route to prosperity for the average man.

STEINMAN LUMBER CO.

LUMBER for Quality Homes,
Insulite Insulation,
Weatherbest Stained Shingles,
Sifo Quad Asphalt Shingles,
Watson's Asphalt Roofing.

NORTH YARDS	PLANING MILL	WEST YARDS
Holton St. and Keefe Ave.	Keefe Ave. and Booth St.	381 35th St.
Phone: Edgewood 130	Phone: Edgewood 131	Phone: West 740



Here is a typical KERNERATOR installation. It costs no more than a good radio set and you get rid of the garbage nuisance forever.

Completely Whips the Garbage Can Nuisance

THE KERNERATOR-equipped home will never have a "garbage problem" nor a cent of cost for waste disposal. Thousands of residences, duplexes and apartments now have this built-in convenience that makes garbage disposal one of the easiest tasks in the kitchen.

The KERNERATOR costs nothing to operate—uses no gas or commercial fuel. All garbage and household rubbish is dropped into the handy hopper door in the kitchen, and falls to the brick combustion chamber in the basement. An occasional lighting (a match does it) burns the air-dried accumulation, and flame-sterilizes tin cans, and non-combustibles for removal with the ashes.

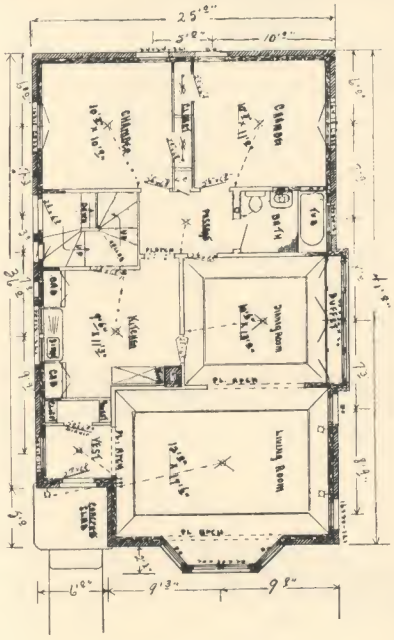
Have the KERNERATOR included in the plans of *your* home. There is a size suitable for any home. Your architect and builder know and recommend the KERNERATOR. Write for booklet "The Sanitary Elimination of Garbage and Household Waste."

KERNER INCINERATOR CO.
649 E. WATER STREET MILWAUKEE, WISCONSIN

KERNERATOR
REG U S PAT OFF
THE CHIMNEY-FED INCINERATOR

Garbage and Waste Disposal without Leaving the Kitchen

ENGLISH COTTAGE

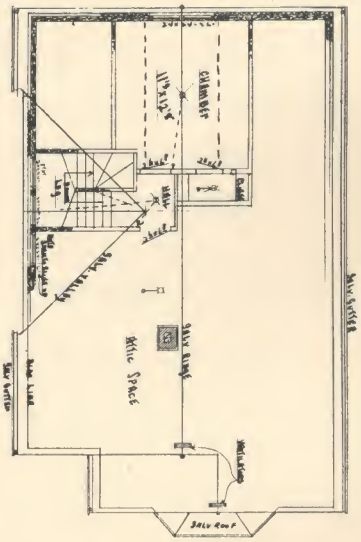


First Floor Plan

HERE is a little English home, which is commendable for its compact arrangement, which consists of a spacious living room, dining room, kitchen, bath, and two bedrooms, laid out in such a way so as to make the housewife's work a pleasure. A fireplace adds to the cozy atmosphere of the living room.

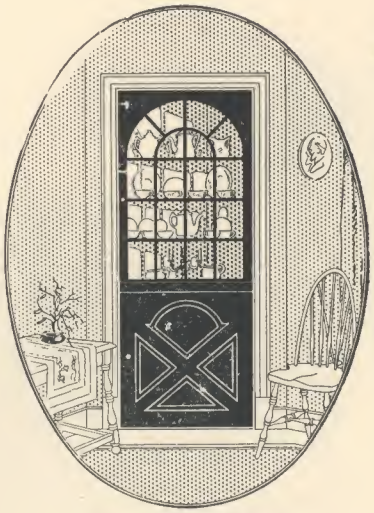
The designer offers a unique scheme for the treatment of the exterior, and the ample accommodations of the basement will at once appeal to those who seek the utmost utility of space at a cost well within a modest income. In addition to all these features, the designer has provided a spacious bedroom and a roomy closet on the second floor.

Arrangements can be made for inspection of this desirable home by calling Grand 7691.



Second Floor Plan

All trees and shrubbery you plant around your own home belong to you.



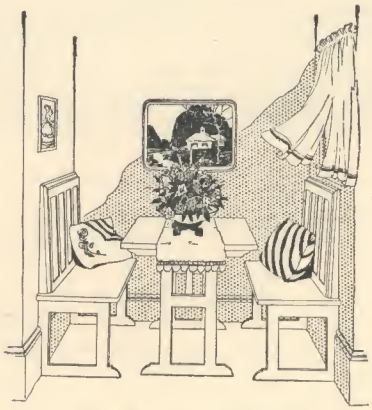
Corner Case C-6503

Are You Choosing Your Woodwork

Entrances and Exterior Doors
Frames and Exterior Woodwork
Windows and Interior Doors
Mouldings and Trim
Cabinet and Stair Work

with the same discrimination as when choosing your other comforts and pleasures for the home?

THE character, design, and workmanship of the woodwork for your home is very important. The woodwork is the background or setting for whatever else is placed in the home. The woodwork must be beautiful in itself and it must be harmonious with the surroundings.



Dining Alcove C-6602

CURTIS WOODWORK is authentic and is endorsed by many of the leading architects of the country. It is America's Best Known Line of Woodwork and costs no more than ordinary millwork.

Our Building Service Department and our New Display Rooms have been established to help you with your building problems. We bid you welcome.

1866 CURTIS WOODWORK

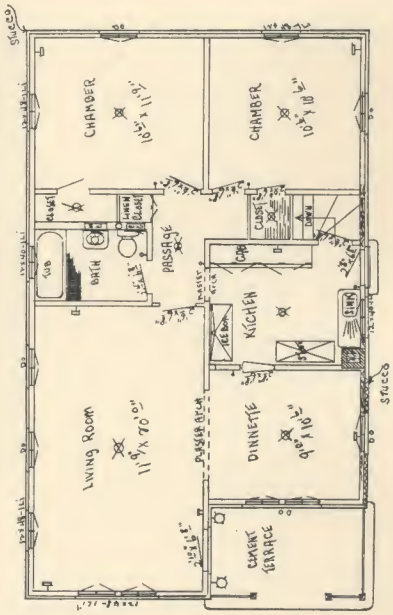
J. J. Jones Company

1820 Port Washington Avenue

SPANISH TYPE BUNGALOW

ALTHOUGH very distinctive in design, durable and weather resisting in quality this home offers a place of abode for the man of average means. You will note the compact arrangement in the floor plan including many of the outstanding advantages in modern home building. In addition to the sturdy qualities of Oriental Stucco, manufactured by the U. S. GYPSUM CO., we have enhanced the beauty and quality of the building by applying a HAWTHORNE TILE ROOF. Furnished by Ricketson and Schwarz of this city.

We can make all the arrangements necessary for you to own your own home if you are interested enough to call Grand 7691.



In a few years you pay for the home you live in, whether you own it or not.

The Wisconsin N

Located at 1937 Bartlett Avenue

Some of the Features

Sunken Living Room

A Blue Star Gas Home

Guest Wash Room

Novel Arrangement of Bathroom

Beautiful Reception Hall

Plenty of Large Clothes Closets

Natural Fireplace Builders Needs, Inc.

Kerner Incinerator

Frigidaire Refrigeration

Home Electric Co.—Wiring and Fixtures

Milwaukee Tile and Mosaic Co. Products

Haydite Blocks Best Block Co.

Burnham Bros. Brick

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Ty-Lacker Roof

John Schroeder Lumber

American Founders Fire Insurance

United Art Glass

Joys Bros. Awnings

Kolloge Hardware

DESIGNED AND CONSTRUCTED BY THE WILSON-MEYER INVESTMENT CO.

FURTHER DETAILS IN THE WI

ews Model Home

ear Lake Drive, Whitefish Bay.

Some of the Features

Recreation Room

Rural English Architecture

A Red Seal Electrical Home

Three Bedrooms

Maid's Room

Mueller Gas Era Furnace

Breakfast Nook

Title Insurance

Rud. H. Meyer—Plumbing

Rolscreens

McDougall Kitchen Equipment

Peterson-Loeffler Linoleum

National Life Insurance

Mitchell Mfg. Co.—Playground Apparatus

Brunswick-Balke-Collender Billiard Table

Water Softener (Fagan-Andrews Co.)

Landscaping by Boerner

Persion Furniture

FINANCED BY THE INTEGRITY SAVINGS BUILDING AND LOAN ASSOCIATION

CONSIN NEWS EACH TUESDAY

Isn't It Queer?

A MAN will get up in the morning from a nationally advertised bed, shave with a nationally advertised razor, dress himself in nationally advertised clothes, eat nationally advertised breakfast food, drive to work in a nationally advertised car, sit down to a nationally advertised desk—

And then pass up the opportunity to derive full benefit from the use of nationally advertised Building Materials and Supplies.

CURTIS WOODWORK

Entrance and Exterior Doors—Frames and Exterior Woodwork
Cabinet and Stair Work
Mouldings and Trim Windows and Interior Doors
CERTAIN-TEED and VULCANITE ROOFING
CELTOX—*The Ideal Insulation*
BEAVER BOARD and PLASTER WALLBOARD
SARGENT and LOCKWOOD *Builders Hardware*
THOR, SAVAGE and PRIMA WASHERS and IRONERS

These NATIONALLY ADVERTISED products—and more—are at your beck and call when you place your requirements here. Why risk uncertainty when absolute dependability is no higher in first price and lower in final cost?

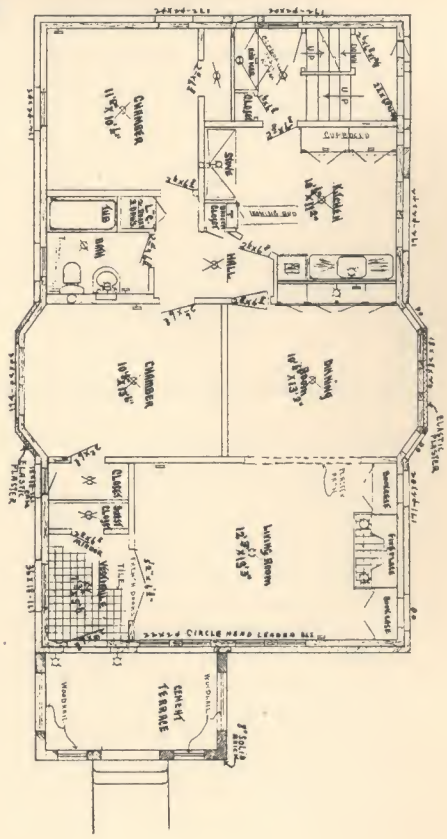
Just Trying to Tell You—
"We Want Your Business!"

1866 CURTIS WOODWORK

J. J. Jones Company

1820 PORT WASHINGTON AVENUE

WISCONSIN TYPE BUNGALOW

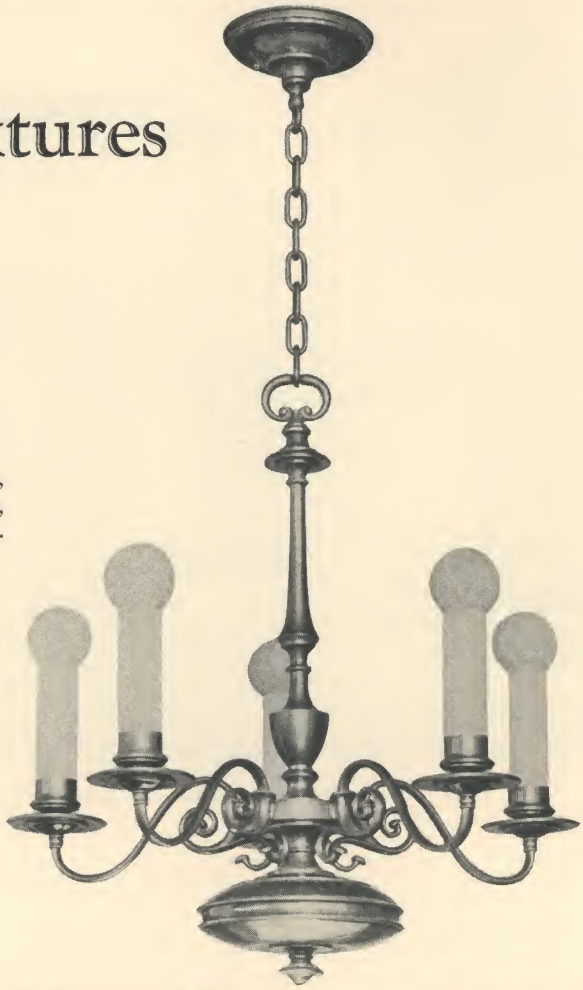


THIS brick veneer bungalow is 26 x 44, contains, a spacious vestibule, guest closet, living, dining room and a modern kitchen, two chambers and bathroom. The rear hall comprises a closet and outside icer. This building now under construction, can be seen by appointment and we feel sure that it will appeal to anyone who is interested in a home of this type.

Arrangements for inspection can be made by appointment through calling Grand 7691. We are in a position to furnish plans and specifications if you intend to duplicate this building on your lot.

Every cent you spend to make your home cozier, makes it more valuable.

Lighting Fixtures



A Thousand on Display.
Large and Small.
Latest Styles.
A Design for Every Home.
Priced for Every Purse.
Hand Wrought Creations.
Special Designs.
Imported Novelties.

Copper, Iron, Glass, Bronze, Pewter, Porcelain, Stucco, Brass, all have their place in our selection.

ALSO Electric Wiring and Construction work laid out after sixteen years' experience and executed by experts in HOME installations.

Fixture your Home
with
HOME Fixtures

Home Electric Company

North Avenue at 35th Street
Milwaukee, Wis.
Kil. 2718

Studio on Second Floor

MILWAUKEE GAS LIGHT COMPANY. With this heating equipment, as with other parts, maximum satisfaction and true economy are secured when the wisdom of sage is followed—"the best is the cheapest."

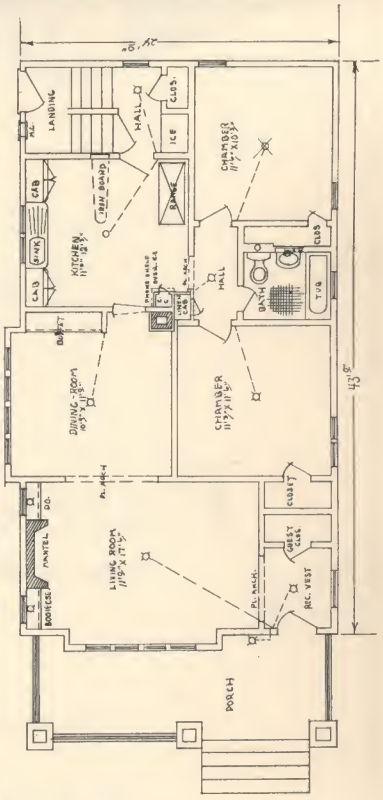
LIGHTING FIXTURES have developed from the bare socket and cord, until each room in the house is fitted with a creation of special designs and materials—a large opal glass unit in the kitchen, a carefully shaded but bright light over wash basins and kitchen sinks, artistic lanterns for outside lighting, novelties for the sun-rooms and entrance halls, and real artistic chandeliers to complete the principal rooms in the house.

The HOME ELECTRIC COMPANY has studied these requirements, and is ready to anticipate your needs in both these lines, the wiring installation and the lighting fixtures.

Just as all things are continually changing with the course of time, so has the question of floors for the home taken on a new angle in recent years. Yesterday, the consideration of the floor was only a minor detail, but today it is beginning to stand out as an "aristocrat" in the home; LINOLEUM coming to its assistance. It is surprising to note the remarkable progress and transformation that has taken place in the LINOLEUM industry.

(Continued on page 39)

FIVE ROOM BUNGALOW



THIS neat bungalow with its spacious porch offers a place of abode of which any one could be proud. There are five spacious rooms and bath and the wide opening between the living and dining room adds to the beauty and size of these rooms. There is plenty of wall space for large pieces of furniture. This place is equipped with a Royal hot air furnace and comprises all the modern conveniences that tend to make the housewife contented.

This home can be seen by appointment through calling Grand 7691. We are in a position to furnish plans and specifications if you wish to duplicate this place on your lot.

Nothing is safer than the home you live in, if it is your own.

GOOD PAINT!

Will Preserve As well as Beautify Your Home

Appearance reflects the owner's pride
Durability affects the owner's purse

Be sure of both by Specifying and Using

Patek Brothers

"Highest Quality"

Paints—Varnishes—Enamels

Our Glass Department is equipped to give you service on all of your glass requirements—Plate, Window and Art Glass — Mirrors

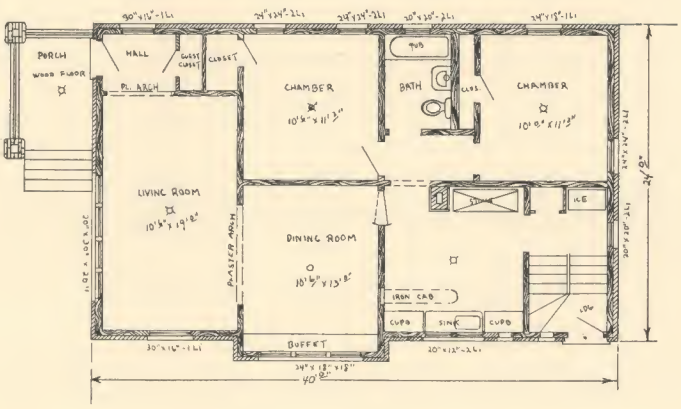
PATEK BROTHERS, INC.

Paint Makers and Glass Distributors Since 1895

MILWAUKEE

"When You Think of Paint Think of Patek"

BRICK VENEER BUNGALOW



THIS little five room bungalow is an ideal home for the man of average means. As you will note the floor plan arrangement is a very desirable one and makes a cozy place of abode; being of brick veneer construction. A composite fire-proof roof, eliminating to a great extent the fire hazard.

This home must be seen to be appreciated, and we will be glad to have you make an appointment with us, if you are interested.

Every improvement you make around your own home is for your benefit.

MOHNS BROS. CO.

PAINTS

VARISHES *and*
WALL PAPER

Telephone Lincoln 191

597-599 Third Street Milwaukee, Wis.

PHONE GRAND 6485

KRAATZ BRICK CO.

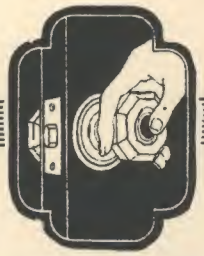
HIGH GRADE FACE BRICK

FIRE BRICK, PAVING BRICK, TERRA COTTA, MORTAR COLORS,
FIRE CLAY AND TILE

Office and Exhibit Rooms: Century Building

206 Third Street, Corner Wells

MILWAUKEE, WIS.



SCHLAGE
TRADE MARK REG. U. S. PAT. OFF.

Would you build a home equipped with Oil Lamps?

—Yet, Mortised Locks and inside keys are just as out of date as oil lamps. You would rather press a button, than hunt for keys. Here it is, SCHLAGE BUTTON LOCKS. To lock, just press button on knob; to unlock, just turn knob. Nothing so practical, safe, attractive, convenient.

Heat Your House Without Waste!
Cut Fuel Costs One-half!

The Air-Vac Tube built in a Cole's Hot Blast Furnace drives gases back on fire. These gases, with soot and smoke give hours of intense heat not possible with other furnaces. Get facts, see demonstration before buying.

Reinhold Bros. Co.
EVERYTHING IN HARDWARE
WALNUT AND 24TH STS.

Years of Service, not price per gallon, determines Paint Economy!

—Lowe Brothers, Mello-Gloss, a special paint for interior walls and woodwork dries with hard semi-glossy surface which changes to satiny sheen that will last for years. It may be cleaned with soap and water or any good cleaner. Dirt, grease, finger prints, even ink spots disappear from Mello-Glossed surface; frequent painting is unnecessary. Specify, Lowe Brothers Paints, Varnishes and Enamels.

Can you imagine your floor laid in rich marble patterns with true veining and deep, rich color. A rugged quarry stone, and attractive tile design in which the lines of joining have been embossed or depressed, giving the effect of mortar lines in genuine stone or tile floor. These new creations of linoleum designers must be seen to be truly appreciated, and we can highly recommend the well-established firm of "THE PETERSON-LOEFFLER COMPANY of 80 West Water Street."

HARDWARE—

Regardless of whether the home is being built for sale or as a permanent residence, the importance of finishing hardware cannot be ignored. Compared to the cost of other items, hardware is one of the smallest; and yet, it is something that is subjected to as much constant use as any other single item, and will cause many serious annoyances and much inconvenience if it does not function properly at all times. It is of such prominence that if its design and finish are not in keeping with the general interior of the home, it will always be an eyesore and cause of regret to discerning owners. On the other hand, hardware of proper design and finish will blend harmoniously with the other fixtures and design of the house, so as to add to its attractiveness.

A type of hardware growing in popularity is the SCHLAGE BUTTON LOCK. Door is locked simply by pushing a button located in center of knob, and access is only possible by key from outside. Egress is made by simply turning knob which automatically releases button. This type of lock has many advantages, such as ease of installation, operating efficiency, durability, and attractive appearance. An increasing number of prominent builders are changing to this type of simplified lock.

THE FIREPLACE—

Too much thought and consideration cannot be given to selection of proper type of fireplace to be used in the new home. The hearth is the center of all home life; the fireplace is in the most conspicious part of the living room and will be subject to more criticism or praise than any other one item that goes into the completion of the home.

It should, therefore, be, first—practical and efficient; secondly, architecturally correct and of pleasing design; and thirdly, of substantial construction.

A popular type of fireplace growing in favor is an ALL-CAST product, "GLOW-PLACE". It is made for use with gas, electric, or natural

(Continued on page 44)

For really artistic up-to-the-minute Decorating

We recommend

Enterprise Paint Mfg. Company's
Quality Paint Products

Standard Varnish Works'
High-Grade Varnishes

FRANK DAU PAINT CO.

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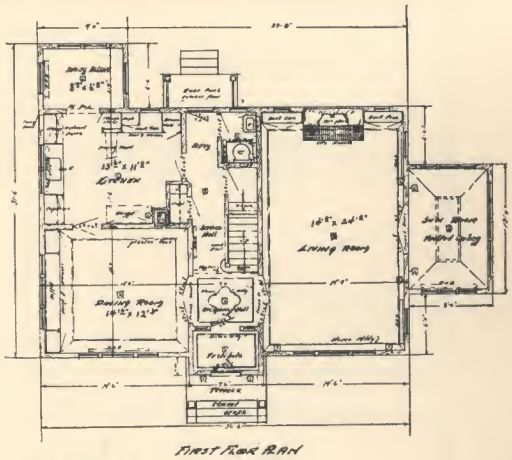
Telephone Bluemound 3900

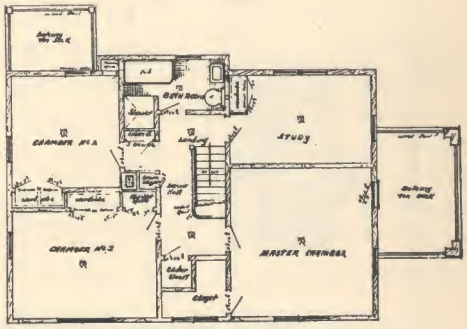
DUTCH COLONIAL

AN artistic exterior and an excellent floor plan combine to make this seven room Dutch Colonial an unusually desirable home. With dimensions of 25′ x 36′6″ exclusive of sun room which is 8′6″ x 13′ and a breakfast nook which is 6′6″ x 9′ gives the occupant a spacious home. You will note by the floor plan the large sun room, spacious living room with built-in fireplace, dining room with an elaborate buffet and a kitchen which includes all the modern conveniences combining a cabinet with a built-in outside icer. Directly off the kitchen is a breakfast nook which tends to add to the comfort of this home in the early hours of the day. The much desired washroom is not forgotten on the first floor and above all the elaborate hall with French doors leading to the main rooms is an outstanding feature. The second floor boasts a large bathroom with shower, one master chamber, study and two smaller chambers. This home is equipped with a hot water heating plant and all other superior materials embodied in the Wilson-Meyer standard.

We are in a position to furnish plans and specifications in the event that you wish to duplicate this home on your lot. This model home which is now occupied by a proud owner can be seen by appointment through calling Grand 7691.



FIRST FLOOR PLAN



SECOND FLOOR PLAN

As long as you keep your nose on a landlord's grindstone, you will never get ahead.

Gavin Mirror and Art Glass Works

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MANUFACTURERS OF

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We Specialize in Art Glass for Residences

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Bay View Shade and Art Shop

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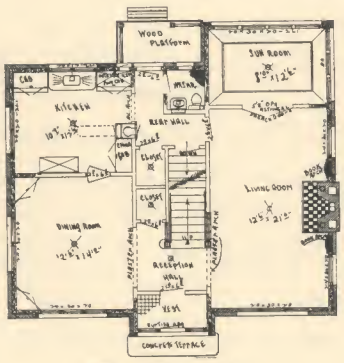
Sanitary, Convenient KLEENBURN INCINERATOR *Only $90.00 Intalled*

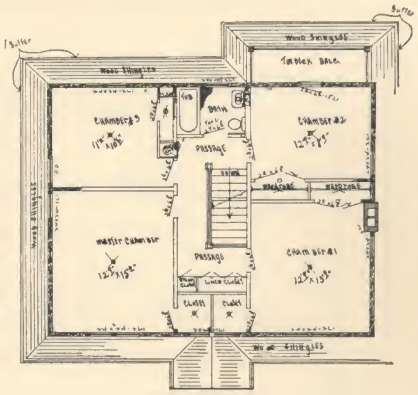
Over 400 users in greater Milwaukee. Eliminate the unsightly garbage can and the "fire hazard" rubbish pile from YOUR NEW HOME with a Kleenburn Incinerator.

Manufactured by THE KLEENBURN COMPANY
216 W. WATER ST., MILWAUKEE, WIS.

DUTCH COLONIAL



First Floor Plan



Second Floor Plan

AN altogether practical home in the ever-popular Dutch Colonial Style, not too wide for a fifty foot lot, nor too deep to allow for garden, garage, and so forth. The designer has used every effort to make this home practical and attractive Four large bedrooms and ample closet space, including a spacious bathroom and a stair-hall on the second floor, and an elaborate living room and sun-parlor, with a natural fireplace, makes this home a very cozy place of abode besides considering the modern kitchen, spacious dining room, and lavatory on the first floor. The symmetrical arrangement and the combination of colors combined in the construction of the exterior makes this home noticeable in any city street of America.

You must see this home to appreciate all the qualities that it can present to you, and therefore, we suggest that you call the WILSON-MEYER INVESTMENT COMPANY, who are ready to serve you in the most outstanding manner.

You can make a profit as property values rise if you are a Home Owner.

Tile
for Bathrooms, Kitchens, Laundries, Porches, Vestibules, Fire Places, Etc.

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SHEET METAL WORK and BUILDERS HARDWARE

Have your New Home Heated with a Mueller Gas Furnace
SAFE - CLEAN - CONVENIENT

JOHN W. WEBER COMPANY, Inc.

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means of heating, and combines all of above mentioned features. It is the only type of cast fireplace which is reinforced throughout its walls with metal and which is not subject, for that reason, to cracking or chipping after being set in place. Among the many advantages of this fireplace are:

1—Particular beauty in finish and design.
2—Authenticity of design and architecture.
3—Better appearance of mortar joints.
4—Ease of installation.
5—Saving in cost.
6—Added strength and efficiency.

THE BATH ROOM CABINET—

Progressive builders are not using the old type plain medicine case in the bathroom. They realize that a medicine case should be more than a cabinet for mere storing of toilet articles and medicines. It should be a Bath Room Cabinet; a thing of beauty and practicability; something that will add to the appearance of the bath room; it should be a combined medicine case and dressing mirror.

For above reasons, many successful builders are using the SOS Venetian Bath Room Cabinet It has a beautiful etched type of Venetian mir-

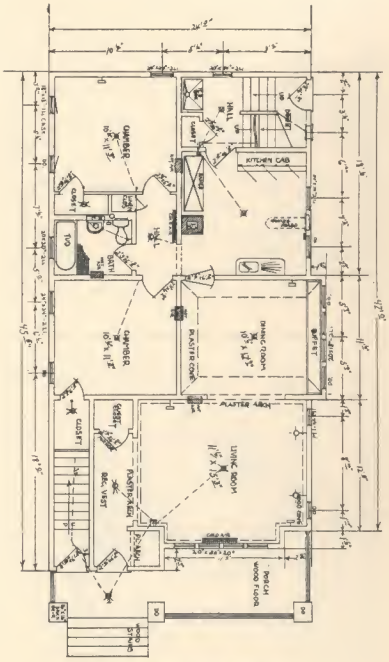
5 ROOM DUPLEX

THE duplex still holds its own and from an economical standpoint cannot be argued.

We have here a five room upper and lower apartment which is conveniently arranged, as you will note from the floor plan. The building is of a frame construction carried out in such a way so as to make a pleasing appearance.

Much can be said about this duplex. An inspection would be far superior to anything we might say.

For appointment call Grand 7691.



First Floor Plan

There is no one to tell you to move if you own your home.

WRIGHT RUBBER TILE
THE IDEAL KITCHEN FLOOR
Manufactured By
Wright Rubber Products Co.
RACINE, WIS.

McDougall Built - in Kitchens

What is a Modern Kitchen?

A KITCHEN designed and equipped to meet present day conditions.

A modern kitchen is something more than four walls with a pantry or closet for storage.

Modern kitchens are now planned at the time the building is started. Each element in the kitchen is considered and space provided. Kitchens can now be made compact, convenient, efficient, and very attractive.

Write for a booklet on McDougall Kitchens today, or see our beautiful kitchens with colored sinks, stoves, and kitchen units.

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Federal and
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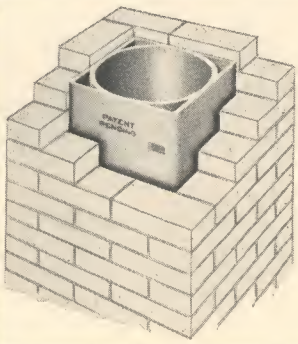


When Thinking of CHIMNEY SPECIFICATIONS, consider—

RAY FLUES

Come in the following sizes — 8x8, 8x12, 12x12, 18x18, 24x24, 28x28

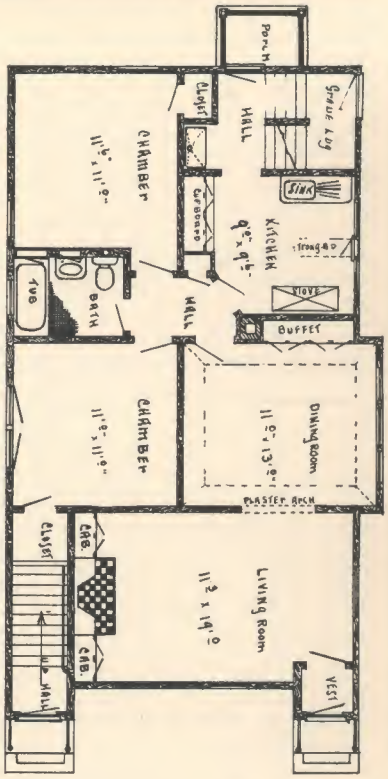
Ray Flue Lining Company
DISTRIBUTORS
W. H. PIPKORN CO. 712 Park Street

COLONIAL DUPLEX

A five room duplex of distinction is offered in the Colonial design of this building. With a dimension of 24 x 42 this home offers five spacious rooms and bath with built-in features and arches that are a pleasure to the average and prospective bride and housewife of today. This duplex is equipped with two reliable hot oir furnaces and two laundries which gives each resident of the building an independent space in the basement, accessible only to them if they so wish.

We are in a position to duplicate this home on your lot. If you wish to inspect the home described above you can do so by making an appointment through calling Grand 7691.

When you own your own home you don't have to ask a grouchy landlord to do this or that.



First Floor Plan

Aloys C. Meyer

CEMENT CONTRACTOR

Cement Floors, Sidewalks, Walls

The permanency of your home depends on the strength of its foundation. "The Builders of the Wilson-Meyer Homes" recognize the quality we give and the service we render in all concrete construction.

Telephone Hopkins 3357

5615 Burleigh Street **Milwaukee, Wisconsin**

ror, scrolled at top and bevelled at edges, which is adjustable to any angle the user wishes, because of special patented arm, which eliminates use of hinges entirely. Because of this adjustable feature the user can turn the mirror any way desired; thus making existing light conditions most effective.

The white enamel cabinet, equipped with removable bevelled glass shelves, a beautiful VENETIAN MIRROR, presents a sanitary, distinctive BATH ROOM UNIT, worth your consideration.

Great care should be taken at all times to make the exterior surroundings of your home inviting. There is nothing so distasteful as a poorly laid concrete walk, driveway, or stairs. We have in the person of ALOYS C. MEYER, a man who is thoroughly capable of giving you a neat appearing and durable job.

While we are talking about the exterior appearance let us eliminate the unsightly rubbish pile, and distasteful garbage can methods by installing a germ-proof KERNERATOR-CHIMNEY FED INCINERATOR made by the KERNER INCINERATOR COMPANY, or the KLEENBURN INCINERATOR, which is installed in the basement.

(Continued on page 54)

BUNGALOW FLAT

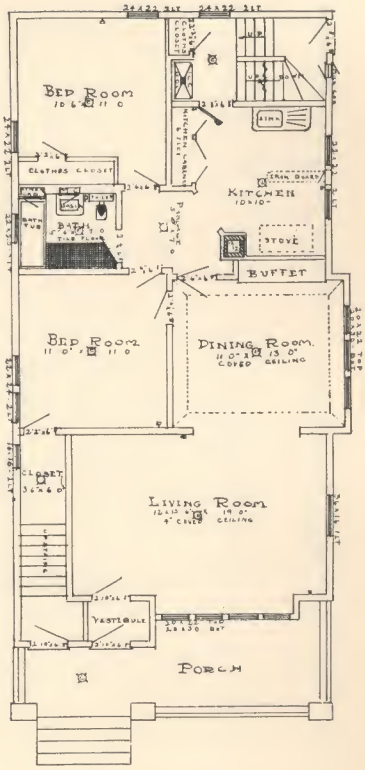
BUNGALOW FLAT, size 24 x 42. This, as the picture indicates, gives you a desirable bungalow-type home.

There are five rooms on the first floor arranged similar to a regular bungalow, but in addition, there is a five-room flat on the second floor which provides you the same income as produced by an ordinary duplex.

You will note from the floor plan on this page that the space is well utilized, giving you a well arranged flat on both the first and second floors. We can reproduce this building for you, making whatever slight changes you may desire, at a reasonable price.

Plans and specifications can be had on this building at our office at a very reasonable price.

Own a home it is a good example to your children.



Floor Plan Reversed

BUILDING MATERIAL

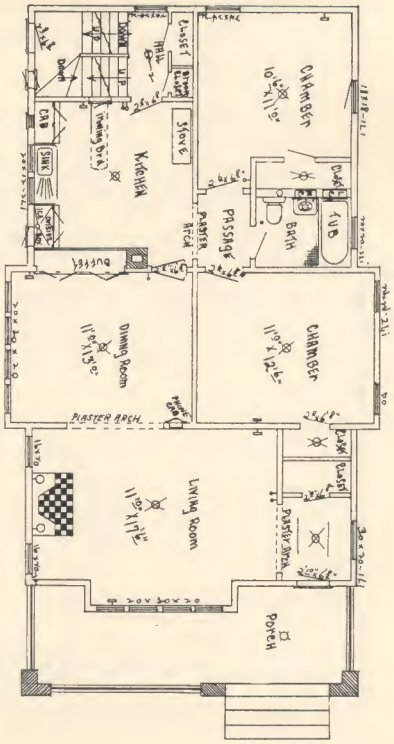
Coal
Sewer Pipe
Cement

[Phone Edgewood 5600]

Heider and Bott Company, Inc.

Richards Street and Keefe Ave. Milwaukee, Wis.

BUNGALOW FLAT



AN ideal investment and at the same time a good home is the term that can be applied to this bungalow flat.

The arrangement comprises all the features of the modern day, such as, a built-in outside icer, ironing board, kitchen cabinet, buffet, fireplace, etc., besides offering a spacious living and dining room, kitchen, bath, and two bedrooms with ample closet space in both flats.

Let us interest you to become a home owner in a way that it will not be a burden to you.

For complete details call Grand 7691.

Own a home it is the best saving plan ever offered.

FRED FORRER, PRES. *"Bag or a Carload"* HENRY C. FORRER, SEC'Y.

FORRER LIME, CEMENT & COAL CO.

BUILDING SPECIALTIES—FUEL SUPPLIES

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KENOSHA Common Brick	Hard Burned. No Lime Deposits. BIGGER.
KENOSHA Clinker Brick	A Face Brick with individuality.
Cedarburg Lime	Slacks easier. Goes further. NO PEBBLES.
ADAMS Dome Dampers	No ashes or soot can collect back of damper.
Fire Place Equipment	Grates, Screens, Fireside Baskets, Andirons.
Steel Basement Windows	Cheaper, Durable. More light than wood sash.
COAL CHUTES	Adams, Kewanee, Majestic.
FACE BRICK	A complete diversified line of face brick.
CONTRACTORS' EQUIPMENT	Steel Mortar Boxes, Wheelbarrows, Salamanders, Paint Brushes, Mason and Plaster Tools, Ladders, Planks, Drop Cloths.
Chimney Tops	Many beautiful styles to choose from.
Steel Medicine Cabinets	Stretcher leveled steel. Electrically Welded.
Denison LOAD BEARING TILE	A complete stock on hand at all times.
Fire Brick	W. C. Fire Brick. E&H Fire Brick.
STEEL CASEMENT WINDOWS	Help to beautify your home. INEXPENSIVE.
Plaster Base	Wood Lath, Rocklath, Gypsolite, Plaster Board, Insulite, E-Cod Fabric, STEELTEX.
Insulation	Insulex, Structolite, Thermofill.
METAL LATH	For all purposes—Plaster base—concrete base.
NATIONAL STEEL FABRIC	Wire Mesh for reinforcement. Wire Mesh for plaster base. Insulated wire mesh for plaster base (STEELTEX).
Roof Tile	Variegated shades.
STUCCO	Cement and Magnesite.
Waterproofing Products	Plaster Bond, Waterproof Paste, Waterproof Paints.
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TRUSCON TEMPERITE
For your concrete and mortar in cold weather

KEL-KO PAINT AND VARNISH REMOVER
The only non-inflammable remover on the market today.

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Adjustable Trellises, Pergolas, Flower Boxes and Fences

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"Marble applied with a Brush"
The Plastic Paint for Textured Walls

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WATERPROOF PAINTS - VARNISHES - ENAMELS

978 THIRD STREET LINCOLN 14

FIVE ROOM DUPLEX

DUPLEX, 24 x 42. This medium sized duplex we have es- especially arranged, and plans and specifications for this can be furnished at any time at our office.

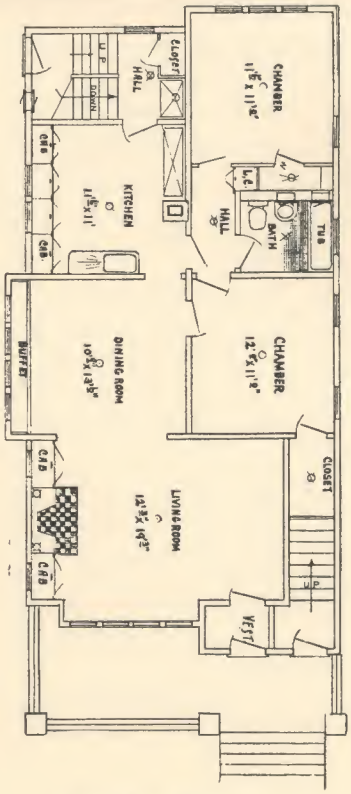
You will note, that the arrangement of the rooms has been carried out so as to give full sized bedrooms, living room, dining room, kitchen and bath in both the upper and lower flats.

As the picture shows it makes an attractive home, and can be built at a very reasonable price. A two-car garage may be added.

If you build this duplex on a reasonably priced lot, the income you receive from the flat you rent makes it possible for you to occupy this flat yourself, at about one-half of your regular rental, after deducting your taxes, and figuring in your investment.

Let us submit our plan and specifications on this building. We can duplicate in any part of the city at a reasonable price.

It is easier to own your own home than it is to pay rent.



First Floor Plan

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GENERAL ELECTRIC REFRIGERATOR

1. **Simplicity—No Belts, Drains, No Attachments.**
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THE WORLD'S FAMOUS ETERNITE ASBESTOS SHINGLES

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The Model Home is beautified by an "ETERNITE" Roof

NATIONAL AVENUE AT 75th AVENUE
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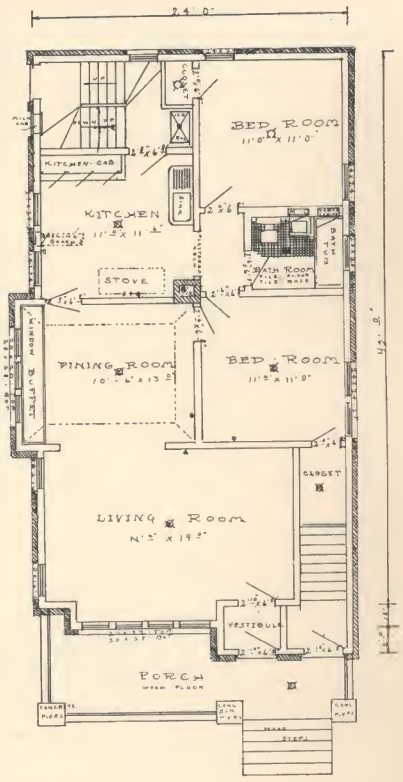
ROOF: While the roof of your home must be durable and shut out the elements it must at the same time add beauty and be in keeping with the architectural design of your home, and after a thorough investigation, we feel that the co-operative spirit and reputation of the TY-LACKER ROOF, INC., is worthy of every consideration.

If a different style of roof in the form of tile is desired, we can recommend the HAWTHORNE TILE distributed by the RICKETSON & SCHWARZ BRICK CO. of this city.

Due to the limited amount of space we cannot go into the details of home-building as we would like to. If you desire further information, we are at your service.

Thank You

BRICK VENEER DUPLEX



THIS five-room duplex of brick veneer construction has a spacious living room, dining room, two bedrooms, a modern kitchen and bathroom. It offers a comfortable home, and at the same time a good investment. There are two warm-air heating plants in a spacious basement.

We will furnish the plans and specifications, and duplicate this building in any section of the city on your lot.

When you own your own home you have the most desirable of all possessions.

VENTO PUTTYLESS
STEEL Basement Windows

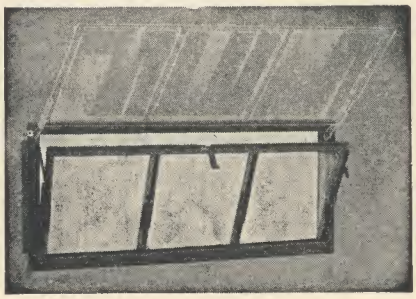
Construction

12 gauge steel electrically welded—no rivets.

Puttyless

No putty to stay soft. No putty to remove in case of breaking glass.

Safety or burglar-proof lock.



U. S. Pat. 3-4-24. Other Pats. Pending

Ventilation

Opens in at top as well as opening full wide from bottom.

3 windows open in at top gives proper ventilation in any basement.

Water and Weather Proof

VENTO Puttyless steel basement windows keep basement dry and properly ventilated.

The Only Basement Window That Can Be Fitted With A Metal-Bound Outside Screen

VENTO PUTTYLESS Steel Garage or Utility Windows

Fits
Frame, Brick, or
Concrete Block
Construction

Let Us
Show These
Windows
to You

U. S. Pat. 3-4-20. Other Pats. Pending.

Takes No
Putty
Saves Glazing
Costs

Open In At Top

Shed All Rain

Just The Window
For Stores,
Warehouses

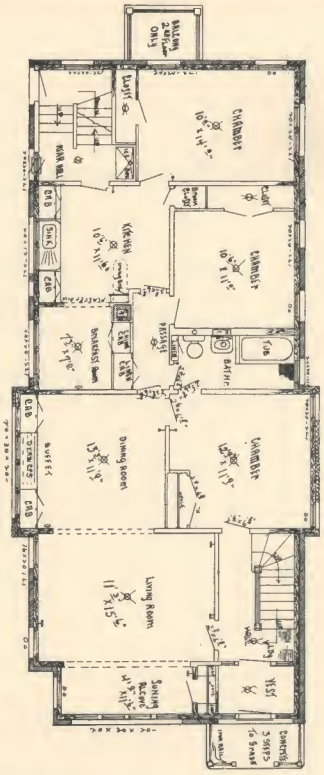
6 Lights—10 x 16—33¾″ x 35½″ 6 Lights—12 x 18—39½″ x 39½″ 6 Lights—12 x 20—39½″ x 44″

Manufactured by

Vento Steel Sash Co.

Muskegon Heights, Mich.

AN ATTRACTIVE DUPLEX



THIS exceptional duplex offers to the prospective tenant and home owner an ideal home. The spacious floor plan arrangement carefully laid out, so as to utilize every bit of floor space, can only be appreciated after a careful survey of the home.

In addition to the six spacious rooms shown on the floor plan, we offer a fair sized breakfast nook in each flat. A front and rear balcony on the second floor flat and a maid's room on the third floor. The hot water heating plants in this building are equipped with oil burners.

The exterior of this building is constructed of brick, and panel stucco, carefully blended so as to present a pleasing appearance. A novel idea has been worked out in the front entrance which might be of interest to you.

We can make amicable arrangements for you so that you will be able to own a home of this kind.

If you are interested call Grand 7691.

The money you invest in a home cannot run away. Money without restraint sometimes does.

Wilson-Meyer Agency

"Sure Insurance"

290 THIRD STREET GRAND 7691

Dependable Service and Facilities on ALL Forms of Insurance

OUR SPECIALTY — MORTGAGE INSURANCE

We are Aetna-izers and have a contract for every insurance need.

Representative of:
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CONSTITUTION INDEMNITY CO. OF PHILADELPHIA
AMERICAN FOUNDERS FIRE INSURANCE CO.
Home Office: 137 Second St., Milwaukee
Rupert Fry, Pres. J. W. Fleckenstein, Vice-Pres. and Sec'y.

ÆTNA-IZE

Make Sure Your Home Belongs to Your Family

THE desire for home ownership is universal, natural, and strong. It represents a financial investment that pays dividends over and over again in increased enjoyment and comfort—in the feeling of independence and security to those whom it shelters.

Since the building or the purchase of a home involves unusual financial demands, it is only by the means of a mortgage that most people can buy.

A mortgage is a distinct advantage to the average man—yet it continues to be an obligation. It is a mortgage on the future earning power of the bread-winner.

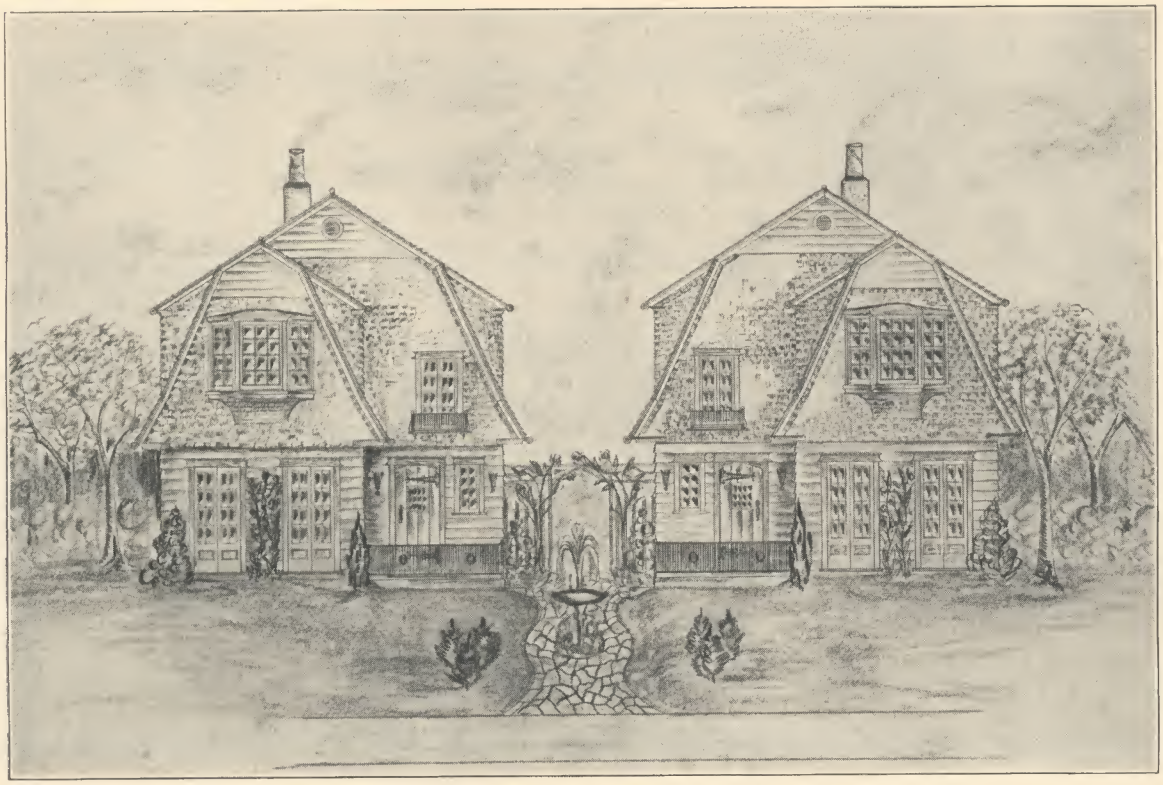
Mortgage Insurance is as necessary as Fire Insurance. The cost is very small.

Consult an Aetna-izer—he is an insurance expert

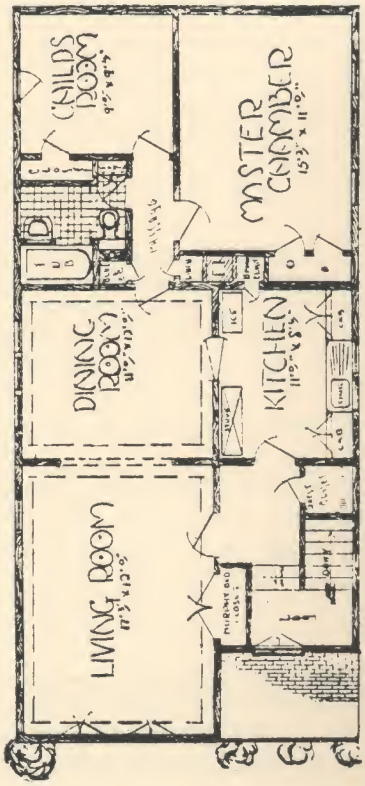
ALBERT E. MIELENZ, General Agent

Aetna Life Insurance Company

312 First Wisconsin National Bank Building Milwaukee, Wisconsin



TWINPLEX FLATS



A pleasing design and a distinctly new innovation with the added feature of an ideal investment makes this twinplex now being erected on the Beverely Road just west of Oakland Avenue very desirable. The features contained in the floor plan are many and the WILSON-MEYER INVESTMENT COMPANY invites you to make a thorough inspection during the course of construction and after completion.

We have many new designs and ideas that might be of interest to you. Our designing and service department are at your disposal. Give us a ring at Grand 7691.

Own a home your family deserves it.

How Rent Money Counts Up

THIS table shows what rent amounts to in ten, fifteen and twenty years, with six per cent interest, compounded annually, and gives an idea of the value of the house one can pay for, by applying the rent-paying habit to the task of purchasing a home.

Rent Per Month	In Ten Years	In Fifteen Years	In Twenty Years
$ 8	$1,225.35	$ 2,234.48	$ 3,531.11
10	1,581.68	2,793.10	4,414.26
12	1,898.02	3,351.71	5,279.11
15	2,372.52	4,189.64	6,621.39
17	2,688.86	4,748.26	7,504.24
18	2,847.03	5,027.37	7,945.67
20	3,163.36	5,586.19	8,828.52
22	3,479.70	6,144.81	9,711.37
23	3,637.87	6,424.21	10,152.20
25	3,954.20	6,982.23	11,035.65
27	4,270.54	7,541.35	11,918.50
28	4,428.71	7,820.66	12,350.93
30	4,745.04	8,379.27	13,242.78
32	5,061.38	8,937.89	14,125.63
33	5,219.55	9,217.80	14,567.86
35	5,535.88	9,775.82	15,449.81
40	6,326.32	11,172.88	17,637.04
50	7,908.40	13,965.46	22,071.30

THE DIFFERENCE

Mr. "A" (a renter).

Mr. "A" (tenant), paying a reasonable rent for a bungalow equal to the one pictured in this book, for 15 years, will actually pay out several thousand dollars more than the total cost of the bungalow (principal and interest.) He does not own one of the shingles on the roof; he has hauled his family about "from pillar to post"; his earning power is waning, and his money troubles are multiplying.

Mr. "B" (a home buyer).

Mr. "B" (home buyer) buys a home of the same kind, on easy payments. He actually pays out (in principal and interest) several thousand dollars less than Mr. "A" in the same length of time; and in addition Mr. "B" then owns his home, completely paid for—free from debt—has enjoyed his own home from the beginning, has established lifelong friends, and is now able to devote his entire income to the full enjoyment of life.

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